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OJ Rutz, RE Bucklin - papers.ssrn.com

... we will use cost-per-reservation instead of **advertising**-related cost ... Alternatively, the company could also consider adjusting its **bidding** ... company's **website**). ...

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... maximize the **Web site**'s (search engine's) revenue under ... listing companies, interested in **advertising** for this term ... on the journal's **website** summarizes the ...

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... number of times an advertiser can change his **bid** in a ... Under this program, a **Web site** that sends customers to Amazon ... "Pay-per-impression" **advertising**, in the ...

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VJ Massad, JM Tucker - Journal of Product & Brand Management, 2000 - emeraldinsight.com

... the same enthusiasm as they do **advertising**, sales promotion ... In my view **pricing strategy** should be a compulsory ... Secret reserve prices in a **bidding model** with a ...

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... and customers who use Lufthansa's **Web site** regularly. ... Customers **advertise** specifications of their needs and ask ... for tender and selecting the best **bid** for the ...

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S Sengupta, M Chatterjee, S Ganguly - IEEE DySPAN, 2007 - Citeseer

... provider dominant **strategy**: providers **advertise** the price they ... 2. Spectrum broker dominant **strategy**: spectrum broker ... service providers will **bid** for additional ...

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